



FoundValue™



The FoundValue™ Guide to  
What Sells Online

# Finding Value in Everyday Things

Discover whether your merchandise will  
sell on one of the leading marketplaces—  
**eBay, Craigslist, or Amazon**

The following pages are excerpts from *The FoundValue Guide to What Sells Online, Finding Value in Everyday Things*.

It includes:

- Digital Cameras (Cameras & Photo) (pages 30-32)
- MP3 Players (Consumer Electronics) (pages 114-115)
- PDAs/Handheld PCs (Consumer Electronics) (pages 116-117)
- Copyright page

To order a copy of *The FoundValue Guide to What Sells Online, Finding Value in Everyday Things*, please email your request and contact information to: [info@foundvalue.com](mailto:info@foundvalue.com). For more information, please visit [www.foundvalue.com](http://www.foundvalue.com).

### Digital Cameras

A digital camera uses an electronic sensor to transform images or video into electronic data instead of recording images on film or tape. Digital cameras offer a wide and ever-increasing range of features aimed at consumers and professional photographers and are quickly overtaking the film camera as the standard choice for new camera purchases. But, prices for new digital cameras with all the latest bells and whistles are still relatively high so buyers often seek out the best deals on last year's model or on a relatively new used model. However, as with other electronics, online buyers are usually looking for the latest features, so a three year-old digital camera will probably not be worth nearly what the owner paid for it when it was new.

#### What Sells

Top-selling brands include:

- Canon
- Fuji
- Kodak
- Leica
- Nikon
- Olympus
- Sony

#### Format

*Automatic "point-and-shoot" cameras*

Compact and Ultra Compact cameras are tiny, as their names suggest, and offer easy-to-use, auto focus, auto flash and other point-and-shoot features.

*Professional digital camera systems*

Digital SLR (Single Lens Reflex) cameras are modular, enabling you to use lenses from film SLR cameras. The shutter speed on an SLR is also much more rapid than that available with a compact digital camera allowing you to capture photos in rapid succession. These cameras with their advanced features and digital format are popular with amateur and professional photographers alike.

Popular digital camera features include:

- Megapixels (2.0 and up sell best online)
- Optical zoom

- Video (MPEG) and audio recording
- MP3 playback capability
- Image stabilization
- Red-eye reduction
- LCD (display screen) that can be used as a viewfinder

## Research Resources

If you don't know all the specifications, check the manufacturer's website; they often have product catalogs online that list detailed specifications.

Photo.net has a beginner's guide to digital cameras that explains all of the features of a digital camera. Visit the website at

**<http://www.photo.net/equipment/digital/cameras/basics/>**.

Cameratown, although a commercial website, provides links to all of the user manuals available from the various digital camera manufacturers so that you do not have to go hunting through each website to locate a manual. Visit the website at **<http://www.cameratown.com/manuals/>**.

## Condition

Look for the following signs of use and damage:

- Scratches and scuffs on the body
- Scratched or cracked lenses and LCDs
- Worn-off lettering
- Missing parts (lens caps, straps, carrying case, manuals, etc.)

It's best to test a digital camera before listing it. Test the record and playback functions, as well as zoom, wide angle and other features. You don't have to install the software and download photos to your computer; however, if you plan to sell a lot of digital cameras in the future you might want to set up a testing station with a computer for this purpose.

If you don't know all the specifications, check the manufacturer's website; they often have product catalogs online that list detailed specifications.

### Key Details

Include these details in your listing:

- Brand
- Model
- Number of megapixels
- Amount of memory
- Other features like image stabilization, night shot, firewire, etc.
- Accessories (flash, tripod, carrying case, extra batteries, software, manuals, etc.)
- Packaging (e.g., New in Box)

### Storage and Shipping

Store the camera in the case designed to protect the item, if provided by the owner. If a case is not available, wrap the items carefully and store them away from children, pets and environmental hazards.

All camera components should be kept in a cool, dry place or in a dry box. Cameras are sensitive devices that must be carefully maintained during and after use. Cameras are not waterproof. Store them away from fluctuations in temperature and humidity. If you are transporting a camera from a cold to a warm environment, condensation might form on the lens. If water gets into the camera, turn it off and remove the battery and memory card until the moisture evaporates. Let the unit dry for 24-48 hours before turning it on again.

To maintain good image quality, be certain to protect the lens. When not in use, make certain the lens cap is on. This not only protects the lens from the elements but also from accidental knocks during storage and shipment. If the lens gets dirty, you can use a blower brush or a soft cloth to remove the dust. Do not use facial tissue or paper towels as these can scratch the lens. Wipe in circles across the glass surface as this will reduce the risk of scratching the lens.

If the camera will not be in use for awhile, remove the battery to prevent battery leaks. The battery should be taken out and recharged occasionally to prevent it from losing its charge permanently.

Use the original packaging whenever possible to ship a camera. If the original box is missing or too damaged to use, wrap each item separately in bubble wrap and cushion with packing peanuts inside a larger box. Put lens caps on lenses to protect them during shipment.

### MP3 Players

An MP3 player is an electronic device that can play digital audio files. The term “MP3 player” is actually a misnomer, as most players play more than the MP3 file format. MP3 players are, in fact, Digital Audio Players.

#### What Sells

Popular brands include:

- Apple iPod (including iPod Nano, iPod Mini and iPod Shuffle)
- Archos Jukebox
- Creative Nomad
- iRiver
- Rio Karma
- Samsung YH-999

Some early model MP3 players that come with all accessories and manuals also do well.

### Research Resources

If you don't know all of the specifications, check the manufacturer's website; they often have product catalogs online that list detailed specifications.

Visit the website at <http://reviews.cnet.com/> for product reviews for MP3 players that are not more than one or two years old.

### Condition & Testing

Look for these signs of wear and tear:

- Scratches and scuffs (especially on the display)
- Cracks in the case
- Malfunctioning display
- Poor audio quality
- Missing earphones, cables, manuals, software, etc.

Things to test:

- Powers on/off
- Display lights up
- All controls and features work
- Audio quality is good

### **Key Details**

Include these details in your listing:

- Brand
- Model name/number
- Hard drive size (amount of memory/hours or number of songs it will hold)
- Battery life
- Color
- Other features (photos, etc.)
- Accessories (docks, armbands, belt clips, etc.)
- Packaging (e.g., New in Box)

## **Storage and Shipping**

MP3 players should be stored in a well-ventilated room, away from children, pets and smoke. Don't place an item next to heating vents or air conditioners either, since temperature/humidity changes can cause damage. Cigarette smoke can damage sensitive electronics, so ask the owner if the item came from a smoke-free environment.

Use the original packaging whenever possible. If it's not available, wrap the item in bubble wrap and cushion it with packing peanuts.

If shipping more than one player in a box, ensure that they do not touch, and that they are each cushioned individually. Remove all accessories, including cables and ear phones, wrap them separately and place them in the box away from the player.

Before shipping, all songs should be deleted from the unit; selling an MP3 player that contains music might constitute copyright violation.

### PDAs/Handheld PCs

Computer technology changes rapidly. This is especially true when it comes to PDAs (personal digital assistants) and other “gadgets.” Many buyers want cutting edge technology, and are willing to pay top dollar for it; however, prices drop as the technology improves, which makes it harder to sell older models. People who are “early adopters” frequently upgrade their PDAs and might have a unit that’s worth selling online. It’s best to research the specific model before agreeing to sell a PDA.

#### What Sells

Top-selling models include:

- Blackberry
- HP iPaq/Pocket PC
- HP Jornada
- iMate
- PalmOne Treo
- Sharp Zaurus

Popular features include:

- Integrated cameras, phones and MP3 players
- Bluetooth
- WiFi (wireless internet access)
- GPS
- Color LCDs

### Research Resources

If you don’t know all of the specifications, check the manufacturer’s website; they often have product catalogs online that list detailed specifications.

Visit the website at <http://reviews.cnet.com/> for product reviews for handhelds that are no more than one or two years old.

### Condition & Testing

PDAs are subject to a lot of wear and tear, so look for the following:

- Scratches and scuffs

- Worn-off lettering on keys
- Cracked cases and screens
- Missing pieces (covers, belt clips, headsets, manuals, etc.)

Things to test:

- Powers on/off
- Display lights up
- All controls and features work
- Data can be transferred to/from computer

Take a picture of the PDA with the screen turned on to show that the battery works.

### **Key Details**

Include these details in your listing:

- Brand
- Model
- Memory
- Features (Bluetooth, GPS, etc.)
- Accessories (cradles, chargers and extra batteries)
- Packaging (e.g., New in Box)

Include the estimated battery life in your listing (if known; check the manufacturer's website for specifications).

### **Storage and Shipping**

PDAs and handheld computers should be stored in a well-ventilated room, away from children, pets and smoke. Don't place an item next to heating vents or air conditioners either, since temperature and humidity changes can cause damage. Cigarette smoke can damage sensitive electronics, so ask the owner if the item came from a smoke-free environment and if it was ever dropped or damaged. Use the original packaging whenever possible. If it's not available, wrap the item in bubble wrap and cushion it with packing peanuts. Before shipping, make sure all personal data has been deleted.

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Printed and bound in the United States of America.

ISBN: 1-933731-00-1